

RESOURCE REFERENCES

“Recycling Handbook For Business”

California Chamber of Commerce

Call (916) 444-6670 to order

This book has excellent information on methods for conducting a waste assessment or developing and implementing a waste reduction plan.

“Measuring Program Outcomes”: A Practical Approach (Item #0989)

United Way of America

Call 1-800-772-0008 to order

This book gives a step-by-step approach in developing a system for measuring program outcomes and using the results.

“Fostering Sustainable Behavior”

Written by Dough McKenzie-Mohr and William Smith

Call 1-800-567-6772 or visit web site at www.newsociety.com

This book provides you with the necessary steps to implement a community-based social marketing as an alternative to information-based campaigns. While education and advertising can be effective in creating public awareness and in changing attitudes, numerous studies show that behavior change rarely occurs as a result of simply providing information. This book will help you identify the barriers and benefits to an activity, develop a strategy that utilizes tools that have been shown to be effective in changing behavior, piloting the strategy, and evaluating the strategy once it has been implemented across a community.

Other Resource Websites/Links

California Integrated Waste Management Board Web Site: www.ciwmb.ca.gov

California Department of Conservation Web Site: www.consrv.ca.gov & bottlesandcans.com

100 Top Recycling Sites: www.100toprecyclingsites.com

Recycling Links: www.ccegr.org/links.shtml

Environmental Protection Agency: www.epa.gov